

The July 4th Weekend Playbook



A simple planning guide for protecting giving, hosting a meaningful service, and following up with first-time guests over Independence Day weekend.

Why This Weekend Matters

July 4th weekend is one of the most predictable dips on a church calendar – and one of the most fixable. This playbook walks through three things to set up before the holiday hits:

1 Protect Giving

1

Giving that doesn't depend on people being in the building.

2 Host a Meaningful Service

2

A service or gathering worth showing up for.

3 Follow Up With Guests

3

A follow-up plan so first-time guests don't disappear once the holiday's over.

Work through each section with your team. None of it takes long if you start a week or two out.



1. Protect Your Giving Before the Holiday Hits

If giving only happens on Sunday morning in the building, a holiday weekend is a direct hit. The fix is making sure people can give from wherever they end up.

Giving Checklist

Work through each item with your team before the holiday weekend arrives:

- Send one reminder email or text encouraging members to set up recurring/scheduled giving before the holiday, so this week's gift goes through automatically.
- Confirm your text-to-give number is visible in your bulletin, app, and any holiday event signage.
- Post your online giving link in your social media holiday announcements, not just your regular Sunday posts.
- If you're running a special offering or project (e.g., a missions fund or community outreach), give people a direct, mobile-friendly way to contribute to it specifically.
- Send a short thank-you and giving summary the week after, so the holiday doesn't quietly fall off everyone's radar.



Tip: Tithely's recurring giving and text-to-give tools take about 10 minutes to set up, and it keep working even when no one's in the building.

2. Plan a Service or Gathering Worth Attending

A holiday week is a natural moment to invite people who wouldn't normally walk into a Sunday service. People are already thinking about family, traditions, and time off, which lowers their guard a little, making an invitation feel timely instead of forced.

If your church leans more formal, a patriotic service gives people a clear reason to show up and a familiar theme to connect with. If your community responds better to casual settings, a cookout, picnic, or outdoor gathering may feel more approachable. Both can work, the best choice is whatever matches your church culture and the people you're trying to reach.

The key is making the event feel like a gift, not an obligation. Keep the language simple, the details clear, and the ask low-pressure. Let people know there's a place for them if they want to come and bring a friend.

Practical touches matter too: make parking, start time, childcare, and what to expect easy to find. Whether you're inviting people by email, text, social media, or a printed card, keep the tone warm and natural. The more it sounds like a genuine welcome and less like a hard sell, the more likely people are to respond.



Sample Patriotic Service Outline

1

Welcome & Opening Prayer

Prayer for the nation, its leaders, and those who serve.

2

Worship Set

One or two patriotic or freedom-themed hymns alongside your usual set.

3

Recognition Moment

Honor veterans, active military, and first responders in the congregation.

4

Message

Connect civil freedom to spiritual freedom. *Galatians 5:1, Psalm 33:12, or 2 Corinthians 3:17* all work well here.

5

Closing Blessing & Community Invite

A clear, visible call to the community event that follows – cookout, picnic, or fireworks viewing.

Event Logistics Checklist

Make sure every guest – especially first-timers – is welcomed and recorded:

- Set up online event registration so you have a headcount and contact info ahead of time.
- Use check-in at the door for first-time guests, not just regular members, so no one slips through unrecorded.
- Assign two or three greeters specifically to watch for and welcome unfamiliar faces.
- Collect contact info (email or phone) from every new guest before they leave, ideally through a quick digital form rather than a paper sign-up sheet.

- A community cookout or picnic after the service lowers the barrier for first-time visitors and gives your congregation a natural way to connect with neighbors.



3. Follow Up With First-Time Guests

Holiday guests are easy to lose because they don't fit your normal Sunday-to-Sunday follow-up rhythm. Treat a July 4th visitor exactly like a first-time Sunday guest – just on a faster timeline.

● Within 24 Hours

Send a short, warm text or email thanking them for coming. Keep it personal, not a form letter.

● Within 3 Days

Share one clear next step – your regular Sunday time, a small group, or a way to get involved. One option, not five.

● Within 1 Week

If they haven't responded, a brief personal check-in from a pastor or staff member – not an automated nudge – goes a long way.

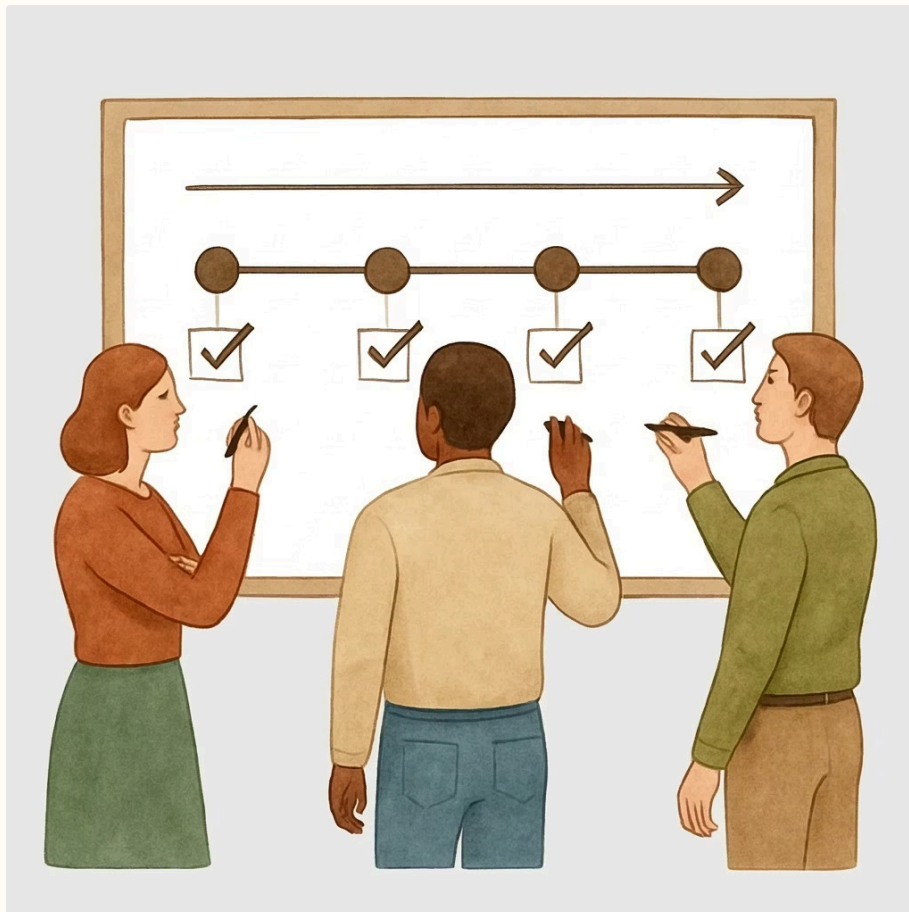


Tip: Tithely's check-in and communication tools let you tag holiday guests separately from regular members, so this follow-up sequence can run automatically instead of relying on someone remembering to do it.

Quick Reference: Two Weeks Out

Use this table to keep your team on track in the days leading up to and following the holiday weekend.

When	Task
2 weeks out	Announce the holiday service/event. Push recurring giving sign-ups.
1 week out	Confirm event registration, greeters, and check-in process.
Day of	Staff the check-in table. Collect new guest contact info.
Within 24 hrs after	Send thank-you / welcome message to first-time guests.
Within 1 week after	Share next-step invite. Send giving thank-you and summary.



Ready to Make It Easier?

Tithely helps over 53,000 churches manage giving, events, check-in, and communication, so your team can focus on people, not logistics.



Giving

Recurring giving, text-to-give, and online donations – set up in minutes.

[Visit Tithely Giving](#)



Events

Online registration with headcounts and contact info collected automatically.

[Visit Tithely Events](#)



Check-In

Tag first-time guests and holiday visitors separately from regular members.

[Visit Tithely ChMS](#)



Communication

Automated follow-up sequences so no guest falls through the cracks.

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